

The INCREDIBLE ANIMATION ELECTRIC MACHINE News

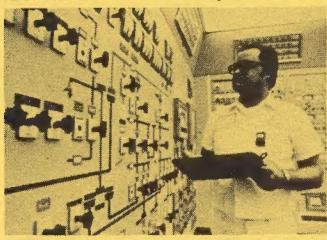
© COMPUTER IMAGE CORP. - 1973



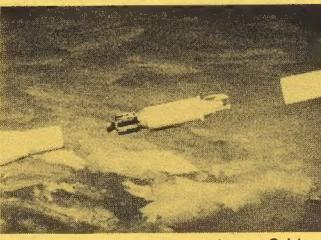
QUARTET



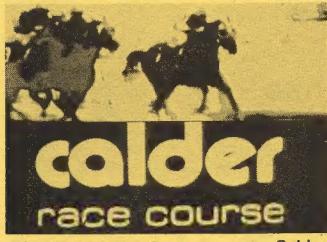
Jolly Green Giant



FILMLINE



VOGEL

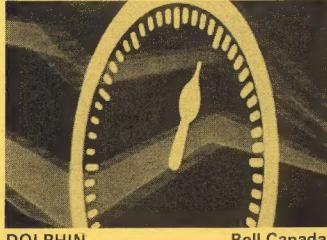


COMPUTER IMAGE



COMPUTER IMAGE

CAESAR



DOLPHIN



DOLPHIN

Pontiac Ventura

MORE EFFECTIVE COMMUNICATIONS

Computer Image Corporation now means Leadership in Effective Communication. If visual information of any type on any subject needs to be conveyed to an audience of any size, the Computer Image companies can conceive and produce the appropriate means.

Combining traditional, conventional techniques with modern state-of-the-art, even avant-garde, methods, Computer Image has packaged a combine of visual production subsidiaries from New York to Hollywood with headquarters in Denver.

Live action motion pictures are produced by the Filmline Production Associates.

Prize-winning classic cartoon animation is created by Quartet Films, while Bob Vogel, Inc. produces precise technical animation.

The progressive animated graphics of The Incredible Electric Animation Machine, *Scanimate*, are obtained from Dolphin Productions division. The Denver headquarters of Computer Image produces not only with *Scanimate*, but also *CAESAR*, the only computer system capable of producing cartoon character animation.

Manufacture and worldwide sale or lease of the *Scanimate* computer animation systems are also engineered from the Denver headquarters.

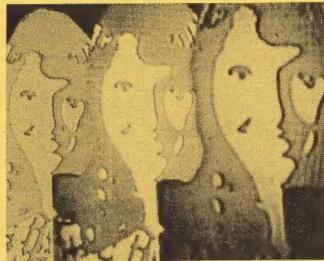
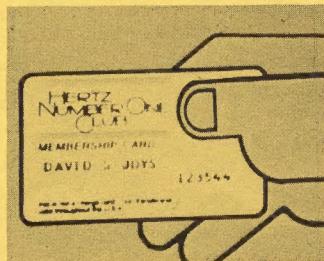
The intent of all visual communication is to modify viewer behavior to some degree. Computer Image-produced visuals are *most effective* because the person originating the information can now enter the communication loop and, without training, work directly with the visualizers—*instructing them* in plain English. Production time is considerably shorter than by any conventional methods. Time from conception to transmission of information is considerably shorter with greatly accelerated behavioral modification time. Result: faster, more effective communication at less cost.

With interaction between all production divisions, the most suitable production techniques are selected for each specific requirement. Computer Image Corporation now provides world leadership in effective visual communications for business, industry, education and entertainment.

First Computer Animated Billboards

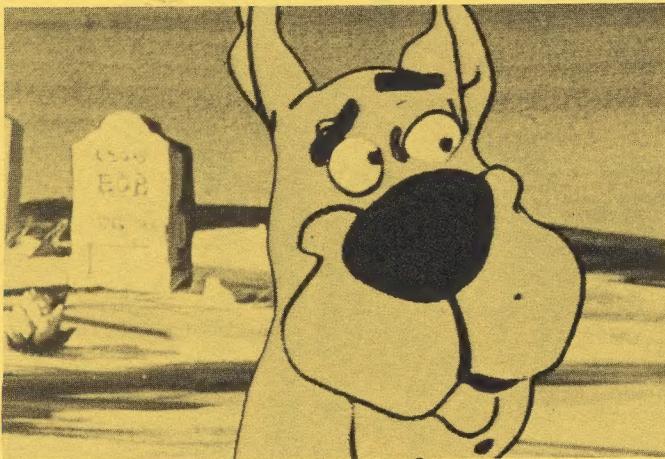


On two especially designed rear projection screens, millions passing thru *The Grand Central Station* now see the Hertz story on computer animated billboards.



The dynamic graphics required to communicate the message by visuals alone were designed by Roger Johnson for *Jimini* Productions, both of Los Angeles for Hertz, New York by Computer Image, Denver.

Scooby Doo Meets CAESAR The Great

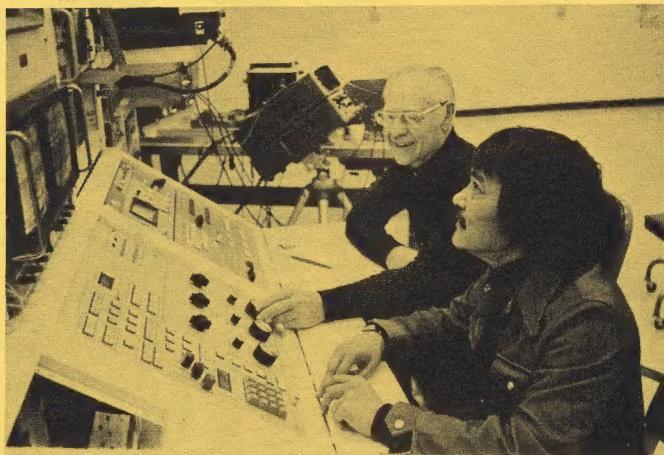


Saturday Morning TV Star

©Hanna-Barbera Prod.

It isn't playing on screen or tube, but "Scooby" **did** meet "CAESAR" at the Denver headquarters of Computer Image when Creative Director Iwao Takamoto and Supervising Animation Director Nick Nichols from the Hanna Barbera Studios, of Saturday morning Cartoon fame, Hollywood, visited Computer Image for a "hands on" evaluation of the **really** Incredible Electric Animation Machine . . . **CAESAR**.

The only computer system in the world which can generate the animation of cartoon characters responded by accepting the art elements which make up the star of the television show, "Scooby Doo" and animated him, jowls and all. Working easily with the **CAESAR** animation system for only two days, a sequence was planned, animated, colored,



Nick Nichols, Iwo Takamoto and CAESAR

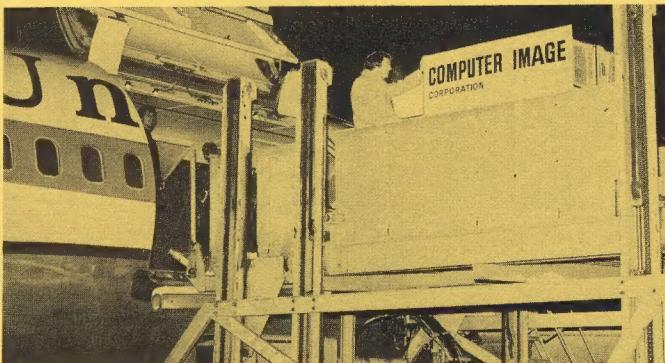
rehearsed, and recorded in real time directly onto broadcast quality videotape.

At a post production session with the staff headed by **CAESAR** inventor, Lee Harrison III, Takamoto said he easily related to **CAESAR** because it is basically a tool for the Animator Director.

Nichols stated that the technology and quality animation is *now* within the **CAESAR** system and needs only a live animator out front to direct the action. They had not come to praise **CAESAR**, but they *did*. Also worked out were plans for continuing cooperative testing between the two animation giants of Hanna-Barbera, and the jolly yet green animation giant . . . **CAESAR** of Computer Image.

ELECTRIC ANIMATION

Scanimates Fly United



Another brand new Computer Image SCANIMATE animation System leaves Denver via United Jet Freighter, customer bound. In addition to the Scanimate and CAESAR animation computers in daily two-shift use at the Denver production center, five other Scanimate systems have already been manufactured and delivered to commercial graphic, broadcast and motion picture production firms. Overseas, one is utilized in Tokyo and the latest delivered is alive and animating in London.

Computer Image Visual Technology now tested in Denver will soon enable production of even more effective visual communication.

Ideas Fly Standby

Now, your ideas can get where they're going via SCANIMATE on Standby. The plan of "available seating" has been adapted to utilize certain unreserved time on the Scanimate Animation Computer. ROS, Run Of Schedule, permits layout of work on a Standby basis. Since this plan is of benefit in our production scheduling, it is also of cost saving benefit to you. Ask a Computer Image representative for details . . . he'll make you an offer you shouldn't refuse.

Incredible Graphics

Writers and art directors planning graphics for education, advertising or entertainment often propose special graphic and animation effects, but they're usually "blue penciled" because of budget, or because they cannot be previewed before the end of the project.

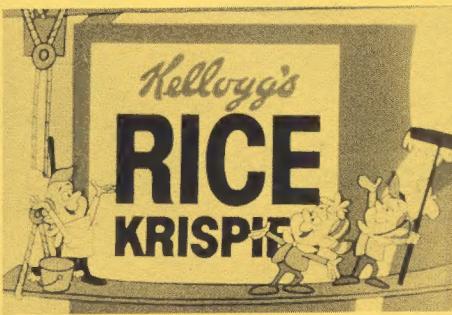
Many are finding the solution in **Scanimate**, The Incredible Electric Animation Machine, which produces graphic animations, infinite modifications of type, compositions of art, posterization and colorization of black and white artwork, with results displayed for preview and approval **before** recording.

Formerly animation and still graphic or motion picture photographic effects took days or weeks plus much laboratory work before it could even be evaluated. Many times the end result did not represent what had been intended. Today these effects can be created as you watch, then recorded on motion picture or still film or color videotape which is ready for immediate use. Today, **Scanimate**, the most versatile tool available to artists, designers and animators, has **new** applications discovered daily.

On **Scanimate** you can **see** your **ideas** grow.

ideas ideas

Problem Solver Production Techniques



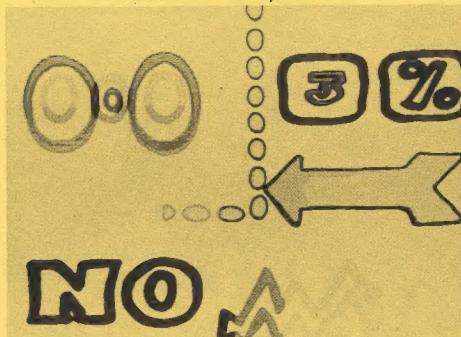
SCANIMATE ANIMATION
Computer Image
KABC-TV — Maybelline



CLASSIC ANIMATION
Quartet Films
Kellogg's Foods



SCANIMATE ANIMATION
Computer Image
Woodward's Alberta



CAESAR ANIMATION
Computer Image
Unibank, Cleveland



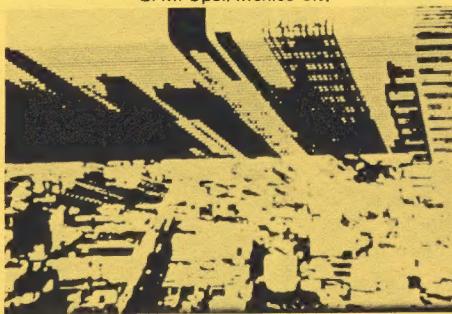
CAESAR ANIMATION
Computer Image
G. M. Opel, Mexico City



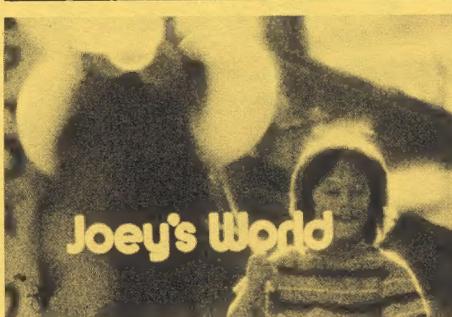
CAESAR ANIMATION
Computer Image
AMOCO, Los Angeles



THE WEEKLY NEWSMAGAZINE



SCANIMATE ANIMATION
Dolphin Productions
TIME, INC. — Carling



LIVE ACTION & SCANIMATE
Filmline Prod. Assoc.
Southern California Edison



SCANIMATE ANIMATION
Dolphin Productions
City TV — Canadian ETV

Own Your Own SCANIMATE

Four years and hundreds of commercials after the first TV spot for Twin Cities Federal Savings & Loan, produced through Colle & McVoy Agency, at Computer Image, Denver, have passed and during that time producers asked with increasing frequency, "When can we get a *Scanimate* of our own?". The answer is "Today!"

Computer Image has developed the *Scanimate Animation System*, the market and the production techniques. All are NOW available to help solve visual graphic problems and add fresh new dimensions to effective communication.

At this moment, production companies in Tokyo, and London, and a national retail chain in the U. S. are producing commercials, educational programming and other exciting audio/visuals with their own *Scanimates*.

Write or call: Sam Kendrick (commercial and broadcasting), Bob Richardson (industrial), Don Maley (government) or Carl Hedberg (education) at Computer Image, 2475 West 2nd Avenue, Denver 80223 — (303) 934-5801. They will present the information needed to evaluate this opportunity.

The *economics* of having your own *Scanimate* are **intriguing**; the *creative possibilities* . . . **infinite**, and the contributions to *communications effectiveness* . . . **myriad**.

Scanimate Cover Art



Modern Photography magazine recently treated their public to a double size fold-out cover. Forty-eight variations of a photograph by Doug Corry had been generated on one of Dolphin Productions two Scanimate Animation Computers in one short session.

Traditionally, posterization effects were laboriously made in the laboratory, slowly. Today on Scanimate visuals are created instantly, **previewed**, modified, approved and recorded in *real time*. B&W separations and dozens of color variations can be shot on the rise. When you work with visuals, Scanimate works with you.

INFORMATION AND PRODUCTION QUOTATIONS AVAILABLE FROM THESE OFFICES

ATLANTA

Brooks Clift
1158 McConnell Drive
Decatur, Georgia 30033
(404) 634-5610

CHICAGO

Mark Forgette
400 N. Michigan Ave.
Chicago, Illinois 60611
(312) 467-0787

DENVER

Bob Olds
2475 West 2nd Ave.
Denver, Colorado 80223
(303) 934-5801

LOS ANGELES

Elliott Bennett
3956 Deer Ave.
Sherman Oaks, California 91403
(213) 789-7065

Tony Cole

3450 Sawtelle Blvd. No. 244
West Los Angeles, California 90066
(213) 397-6200

John White

3939 1/2 Flower Dr.
Los Angeles, California 90007
(213) 747-7730

MINNEAPOLIS

Larry Murphy
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Minneapolis, Minnesota 55431
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SAN FRANCISCO

Pat Kimbley
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San Francisco, California 94102
(415) 863-4333

NEW YORK

DOLPHIN PROD. DIV.
Allan Stanley, Pres.
Richard Frank, Sales Mgr.
Joe Gallagher
Bud Adams
Carnig Ermoyan
305 East 45th Street
New York, New York 10017
(212) 725-8665

**The
INCREDIBLE ELECTRIC
ANIMATION MACHINE
News**

BULK RATE
U.S. POSTAGE
PAID
Permit No. 1087
Denver, Colo.

Educational TV Survey



Scanimate animation was recently tested by experts in a comparison of several visual approaches used on the Children's Television Workshop series, *The Electric Company*, to teach reading to children.

The study showed that *Scanimate* animation was *more* effective than all *conventional* animation used. It was *even* more effective than *other* visual teaching techniques such as using a TV personality to draw emphasis to the subject material.

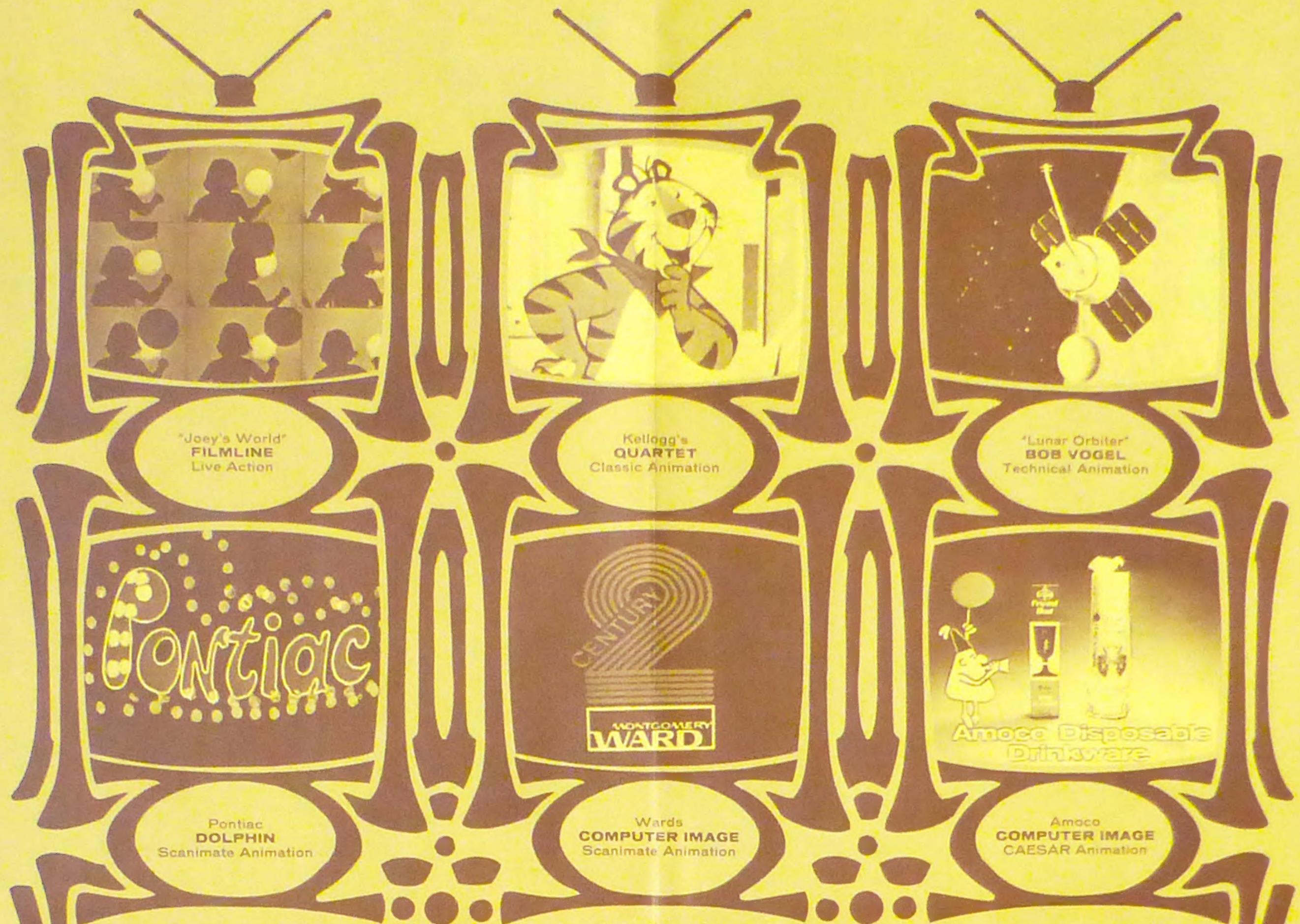
Dr. Harry Silverman and Dr. Kenneth G. O'Bryan of Educational Consulting Associates, Toronto, examined eye movements of 60 children aged 9-11. The children were divided into three groups: 1) good readers (control group); 2) poor readers (target group); and 3) functionally illiterate children.

Children in all three groups were most actively involved when watching *Scanimate* animation. For example, an animated cow can become the animated word "cow" resulting in highly effective instruction. Although the expense of conventional animation has often prevented the use of desired animated effects in teaching, this test showed that extensive use of *Scanimate* animation is one of the most cost effective instructional tools available for educators today.

The Incredible Electric Animation Machine replies to:

"Dear Scanny..."

- Q. Which techniques are best for effective communication?
- A. The specifications of your own communication problem will help us determine the most effective techniques.
- Q. Do live action and animation cost the same?
- A. The cost depends on content. With *your* facts, we can be specific.
- Q. How should artwork be prepared for your animation systems?
- A. For Computer Image Animation Specs, or *any* information, call or write the nearest representative listed below.



FILMLINE Production Associates specialize in motivational motion pictures for business and industry. The world's food supply and energy crisis are but two diverse topics clearly shown through varied techniques. A film on nuclear power advantages and a physical fitness television series help mold attitudes and shapes. Filmline Productions *motivate*.

QUARTET Films is one of the nation's leading creators of animation for advertising. Tony the Tiger, Hamm's Bear and the Jolly Green Giant are some of the figures brought to life by Quartet craftsmen. Blue chip firms rely on Quartet cartoon animation that *entertains while it sells*.

BOB VOGEL stands for technical animation. Only through the scientific art of precision technical animation can man *see* the invisible, natural phenomena, chemical reactions or inaccessible events. NASA, Boeing and others know Vogel animation *instructs*.

DOLPHIN Productions division produces animated graphics for advertising, education and entertainment with the Computer Image Animation System, SCANIMATE. A

broad clientele relies on its creative employment of two SCANIMATE Systems to give maximum impact to television messages. Dolphin graphics *communicate*.

COMPUTER IMAGE opened Pandora's box of exciting graphics with development of the Emmy-winning *Incredible Electric Animation Machine*, SCANIMATE, the graphic tool now aiding artists, visual planners and communicators around the globe.

The CAESAR Character Animation System enables an artist to give life to his creative ideas without the laborious human effort conventionally required. CAESAR is benefiting the educational and entertainment fields internationally.

COMPUTER IMAGE ANIMATION SYSTEMS work with farthest-reaching implications in the development and manufacture of Creative Technology, to make possible man's desire to *communicate visually*. Today, Computer Image Systems are in use by film and broadcast producers, industry and educators, producing *more effective visual communication*.

COMPUTER IMAGE CORPORATION LEADERSHIP IN EFFECTIVE COMMUNICATION

PLEASE SEND INFORMATION ON:

- Live Action Motion Pictures
- Classic Animation
- Technical Animation
- Scanimate Animation
- CAESAR Animation
- ROS Production
- Production and Artwork Requirements

Continued sending The Incredible News

Please remove my name from your list



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FIRST CLASS PERMIT NO. 1404 Denver, Colorado



COMPUTER IMAGE

CORPORATION

2425 WEST

SECOND

AVENUE

SUITE 4

DENVER

COLORADO 80229

NEW BUSINESS OF MARKETING



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Company _____

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